

[0081] **What is Claimed:**

1. A communications management method for a distributed call center, comprising:
 - providing a managing server;
 - providing a display device located geographically distant from said managing server;
 - 5 providing a communications device, located in proximity to said display device;
 - providing an operator capable of operating said communications device;
 - sending a message template and prospect identification information related to a prospect from said managing server to said display device;
 - displaying, on said display device, said message template and said identification 10 information;
 - initiating communication with said prospect, by said operator, using said identification information and said communications device;
 - creating a customized message using said message template and said prospect identification information; and
 - 15 conveying, by said operator, said customized message to said named prospect.
2. The method of claim 1, further comprising recording a response of said prospect by said operator, and sending said recorded response to said managing server.
- 20 3. The method of claim 1, wherein said prospect identification information comprises a name of said prospect and a prospect locator chosen from the group consisting of a telephone number, an e-mail address and instant messaging address.

4. The method of claim 2 further comprising providing a list of volunteers electronically stored on said managing server, said list of volunteers comprising names and contact information related to said volunteers; and selecting said operator from said list of volunteers.

5 5. The method of claim 4, further comprising providing a list of prospects electronically stored on said managing server, said list of prospects comprising said prospect identification information.

10 6. The method of claim 5, further comprising ranking said list of volunteers based on said recorded responses, and ranking said list of prospects in order of relevance to an issue, and wherein said sending comprises providing a higher ranked volunteer with said prospect identification information related to a higher ranked prospect.

15 7. The method of claim 4, further comprising pre-qualifying said list of prospects, said pre-qualifying comprising contacting said prospects using an automated communications system, and obtaining responses from said prospects related to an issue.

8. A distributed call center system, comprising:

20 a managing server;

a display device located geographically distant from said managing server;

a communications device, located in proximity to said display device, capable of being operated by an operator;

25 a first communications module capable of sending a message template and prospect identification information related to a prospect from said managing server to said display device;

a display module capable of displaying, on said display device, said message template and said identification information;

a customized message comprising said message template and said prospect identification information; and

5 a communication link between said operator and said prospect, capable of being initiated by said operator using said identification information and said communications device, whereby said customized message is conveyed to said named prospect by said operator.

10 9. The system of claim 8, further comprising a recording module capable of recording a response of said prospect by said operator, and a second communications module capable of sending said recorded response to said managing server.

15 10. The system of claim 8, wherein said prospect identification information comprises a name of said prospect and a prospect locator chosen from the group consisting of a telephone number, an e-mail address and instant messaging address.

20 11. The system of claim 9 further comprising a list of volunteers electronically stored on said managing server, said list of volunteers comprising names and contract information related to said volunteers; and selecting said operator from said list of volunteers.

12. The system of claim 11, further comprising a list of prospects electronically stored on said managing server, said list of prospects comprising said prospect identification information.

13. The system of claim 12, further a ranking version said list of volunteers, ranked according to said recorded responses, and a ranked list of prospects, ranked according to said prospects' relevance to an issue, and wherein said communications module is further capable of sending a higher ranked volunteer said prospect identification information related to a higher ranked prospect.

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14. The method of claim 11, further comprising a pre-qualifying module capable of pre-qualifying said list of prospects, said pre-qualifying comprising contacting said prospects using an automated communications system, and obtaining responses from said prospects related to an issue.

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15. A distributed call center apparatus, comprising:

a managing server;

a data-receiving device located geographically distant from said managing server;

15 first communications means for sending a message template and prospect identification information related to a prospect from said managing server to said data receiving device;

a display means, located in proximity to said data-receiving device, for displaying said message template and said identification information;

20 a communications means, located in proximity to said display device, capable of being operated by an operator;

a customized message comprising said message template and said prospect identification information; and

a communication means, capable of being initiated by said operator using said identification information and said communications device, for conveying, by said operator, said customized message to said named prospect.

5 16. The apparatus of claim 15, further comprising recording means for recording a response of said prospect by said operator, and a second communications means for sending said recorded response to said managing server.

10 17. The apparatus of claim 16, wherein said prospect identification information comprises a name of said prospect and a prospect locator chosen from the group consisting of a telephone number, an e-mail address and instant messaging address.

15 18. The apparatus of claim 15 further comprising a list of volunteers electronically stored on said managing server, said list of volunteers comprising names and contract information related to said volunteers; and selecting said operator from said list of volunteers.

20 19. The apparatus of claim 18, further comprising a list of prospects electronically stored on said managing server, said list of prospects comprising said prospect identification information.

25 20. The system of claim 19 further comprising a volunteer ranking means for ranking version said list of volunteers according to said recorded responses, and a prospect ranking means for ranking said prospects according to said prospects' relevance to an issue, and wherein said first communications means is further capable of sending a higher ranked volunteer said prospect identification information related to a higher ranked prospect.

21. The method of claim 15, further comprising a pre-qualifying means capable of pre-qualifying said list of prospects.